ABSTRACT

A system and method for distributing content over a distribution channel of a network. The method may include receiving the content to be distributed over the distribution channel of the network. At least one rule may be applied to the

5 content, where the rule(s) may be based on the distribution channel for the content to be distributed. The content having the rule(s) applied thereto may be communicated to have at least one data element further applied thereto via a distinct process from the applying of the rule(s). The content may thereafter be prepared

10 for distribution over the distribution channel.